

What others are saying...

"The Governor's trade mission opens doors and builds relationships. We shipped a lot of product last year and are shipping more product this year to the customers that resulted from the contacts made on the trade mission."

Blaine Jacobsen, Idaho Wheat Commission

"For any business exploring a new international market or one that is already established, a Governor's trade mission is an ideal event. Quality meetings with targeted senior level decision makers and the logistical support available during the entire mission is extremely valuable to your overall success."

**Jace Davis, Marketing and Business Development Manager
AMX International**

"Farm Bureau has been working for about eight years to develop relationships in Mexico. On one trade mission we met two individuals that ran a small cookie operation. These two individuals helped facilitate over 2 million bushels of wheat into all parts of Mexico. The Governor opened the door to this blossoming business. We are looking forward to the next mission."

Gary Fuhrman, Idaho Farm Bureau

"The state of Idaho is a valuable partner for Boise Cascade in finding distribution channels in emerging markets like China and qualifying new business opportunities."

**Max J. Buxton, Director International Marketing
Boise Cascade, L.L.C.**

"The Idaho Bean Commission profited greatly from the Governor's trade mission by allowing us to start a seed bean test in Sinaloa, Mexico. The Mexico Secretary of Agriculture was very impressed with Gov. Kempthorne and helped us begin relationships with Mexican growers. With the test plots currently underway, we have been able to show the growers the high quality of Idaho seed bean, and our relationships are strengthening with each visit."

Brent Zeyer, Idaho Bean Commission

"We were able to strengthen our existing relationships with customers and partners, as well as begin discussion with possible new clients. We increased our visibility in the marketplace and opened new channels of communication."

**Jason Piippo, Latin America/Caribbean Sales Manager
Extended Systems**



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STRENGTHEN YOUR BUSINESS RELATIONSHIPS •
Access higher levels of business and government •

Introduce customers and business partners to the Governor • Maximize your media exposure • STRENGTHEN

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Governor's Trade Missions 2005

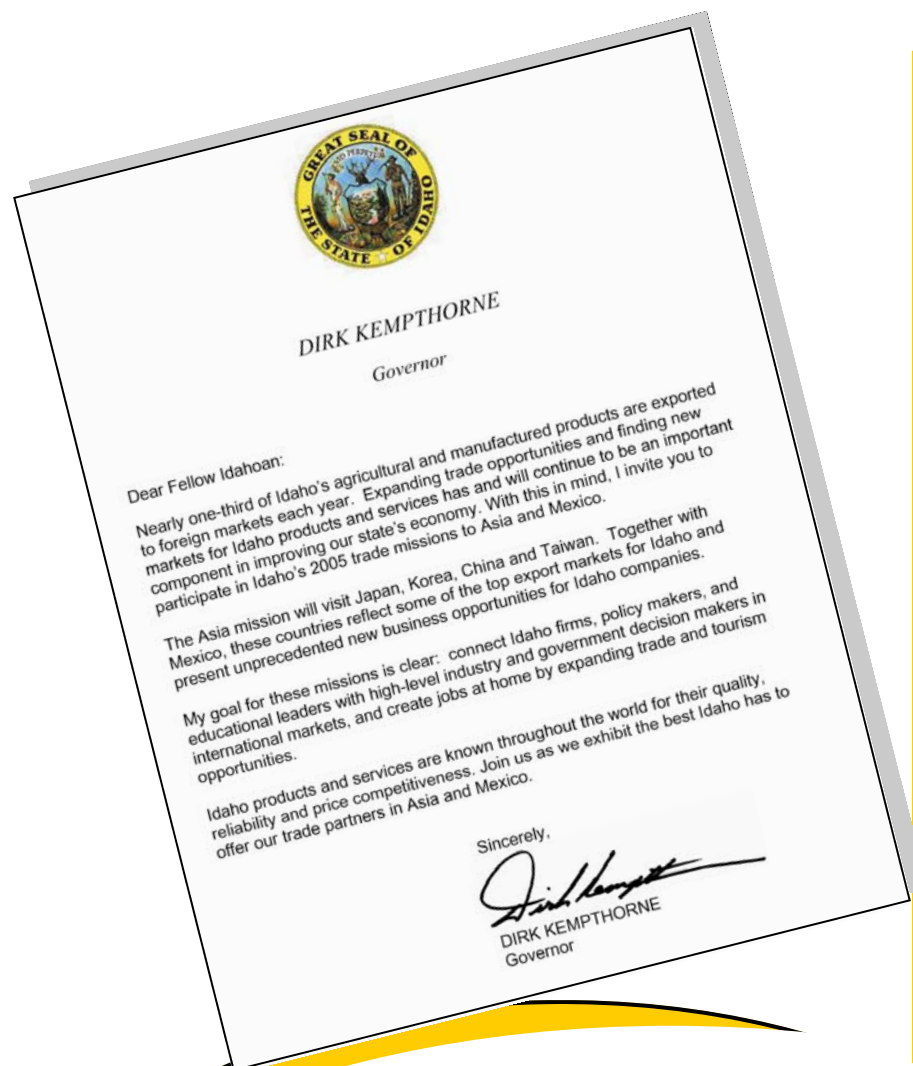
Asia

May 14–28, 2005

Mexico

October 22–29, 2005

www.idahogovernorsmissions.com



STATE SUPPORT Trade Mission Exclusive

Governor Kempthorne will recognize Idaho's Valued Partners during an award ceremony at each business reception. These awards are presented to businesses and organizations for their valued partnerships and contributions to the state of Idaho. Mission participants may nominate up to two recipients in each city.



Great Opportunity

Who should participate: You will receive:

- Idaho firms looking to expand their international business
- Idaho colleges and universities with international programs
- Elected officials and policy makers
- Other organizations with international programs
- Tourism and travel companies interested in outbound or inbound business development
- Customized, individual pre-qualified appointments with buyers and distributors
- Detailed mission guide, including market, cultural, political, economic, and travel information
- Comprehensive logistical arrangements, including air travel, hotels, ground transportation, interpreters, daily itinerary
- Pre-mission briefing with the Governor to introduce him to your company and products
- Translated company/product information sheets

Idaho Trade Missions:

- Provide access to higher levels of business and government
- Introduce customers and business partners to the Governor
- Recognize your key customers in each market through the exclusive **Idaho Governor's Valued Partner Award**
- Strengthen your existing business relationships
- Maximize your media exposure overseas and locally through media releases and conferences, website exposure, and other avenues

www.idahogovernorsmissions.com

ASIA

Japan: Tokyo
Korea: Seoul
China Mainland:
Beijing and Shanghai
Taiwan: Taipei
May 14—28, 2005

Registration
Deadline:
March 15, 2005

Estimated Costs

Airfare: \$2,200.00

Hotel: \$3,000.00

*Participation Fee: \$3,900.00

Total: \$9,100.00

- Participation fee covers one-on-one appointments, receptions, commercial briefings, ground transportation, and materials.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.



HMI Worldwide presents a demonstration of their products. Asia Mission, 2002



Idaho opens Shanghai Trade Office. Asia Mission, 2002

MEXICO

Mexico City
Guadalajara
Monterrey
October 22—29, 2005

Registration
Deadline:
June 30, 2005

Estimated Costs

Airfare: \$ 1,000.00

Hotel: \$1,000.00

*Participation Fee: \$1500.00

Total: \$3,500.00

- Participation fee covers one-on-one appointments, receptions, commercial briefings, ground transportation, and materials.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.



Gov. Kempthorne and Gigante CEO Angel Losada show off Idaho yellow onions during an in-store promotion touting Idaho produce. Mexico Mission, 2003



Sylvia Medina, John Bukowski and Dr. Edgar Berkey of North Wind, Inc. meet with the Secretary of the Environment and Natural Resources. Mexico Mission, 2003

** The participation fee listed above includes up to two people per company, university or other organization. Please call for fees for additional participants. Airfare and hotel are rates subject to availability. A prorated fee will be available for partial participation/city stops. Airfare and hotel rates subject to availability. Cancellation fees may apply.*